

THIRTY-THREE RACERS IN HOOSIER EVENTS

At Least Three French, Two English and Three Italian Cars Are Expected to Start.

DELAGE CAR BEING GROOMED

W. E. Wilson is having smaller cylinders placed in the car—Packard May Be Entered—"Dutch" Klein Will Drive in Indianapolis Races.

INDIANAPOLIS, IND., March 27.—With the Venice, Vanderbilt and Grand Prix races of the state, the attention of the sporting world is once more focused on the Indianapolis 500-mile race, the fifth of the annual series, inaugurated in 1911.

This contest, it is predicted, will overshadow all that have gone before, both in quality and volume of attendance. Thirty-three cars are expected to face the starter, instead of thirty, as before, and there is hardly a motor fan in the country who will not be there either in the flesh or in spirit.

The foreign representation in the race, despite the war, promises to be as good as ever. At least three French cars, two English, and possibly three Italian cars are expected to start, unless the outbreak of war in the peninsula blazes the hopes of the latter.

America's contingent, moreover, promises this year to be on a par with the Europeans, all of the car builders having learned their lesson through the overwhelming defeat of last year, and now being engaged in active preparation with a brand new line of speedsters. The conflict will be one worth traveling far to see.

The Delage that won the last 500-mile race is being groomed for entry in the 1915 contest by W. E. Wilson, of Rochester, N. Y., its owner, through the installation of smaller cylinders, inasmuch as a reduction of only eight cubic inches is necessary. It is thought the change will be easily accomplished.

Interest is lent the transformation by the report that it is to take place in the shops of the Packard Company, the Detroit concern which already has De Palma's machine in charge, for the purpose, it is said, of fitting a new body. It is thought this is more than a coincidence, i. e., that Packard has serious thoughts of racing.

Carl, alias "Dutch" Klein, who rode with Bob Burman in the last Indianapolis 500-mile race, is being touted as driver of a second Cornellian car in the next Hoosier contest, to team with Louis Chevrolet, who has already been entered. Klein's experience as a driver is limited, though as an expert in racing machines he has an excellent reputation. Under the tutelage of Chevrolet, it is thought, he would make an excellent showing.

NEWS NOTES FROM AUTO AND MOTORCYCLE FIELD

Boston's Automobile Show Practically Closed the Season—Many Inquiries for Route Information.

Reports show that there are practically 7,000 motorcycles being used by rural mail carriers in the United States.

The steamer Arable, which recently arrived in New York from Liverpool, carrying the largest mail consignment ever brought from England to the United States, brought nearly 100 inquiries to Dodge Brothers, Detroit, on the new car. Foreign interest in Dodge Brothers' car is shown by the great volume of mail and the numerous cablegrams received daily at the Detroit plant from all quarters of the globe.

Joseph R. Drake, vice-president of the Hupp Motor Car Company, has returned to Detroit, after a month's absence in California. Mr. Drake at-

tended the opening of the exposition, which he pronounced the most beautiful he has ever witnessed, and at which he says nearly every make of motor car in the United States is on exhibition.

Boston's automobile show, recently concluded, practically winds up the show season, which opened officially each year with the great New York exhibit, and motor car makers are now enabled to pause a moment for breath and sum up results.

Motorcycles are to take the place of twenty horses which were recently auctioned off by the Pittsburgh (Pa.) police department.

As a general proposition, this year's run of shows has been highly successful, and indicates more than a return to prosperity. Sales of cars, both at retail and wholesale, have been so brisk that spring activity promises to eclipse anything heretofore experienced.

Many motorcycleists of note will help to make the two-wheeler events in conjunction with the celebration of the twenty-sixth anniversary of the opening of Oklahoma the biggest affair of the kind ever held in the Southwest.

Red Parkhurst, Joe Wolters, Walter Cunningham, Ray Weishaar and Milt DeLew are all expected to take part in the event, which will take place April 20-22. The Motorcycle Club of Oklahoma City has a membership of motorcycle enthusiasts in its effort to make this meet a big success.

Emanuel Helen, renowned French aviator, purchased a model K Hupmobile for use as the front. Helen belongs to the French military aviator corps, and has accomplished several deeds of valor in the present war. It was her single-handed, who captured and destroyed two German Taube monoplanes in a recent air fight.

During February inquiries were 500 per cent more than normal regarding transcontinental routes westward, according to a report issued by the Automobile Club of Southern California and the Chamber of Commerce of Los Angeles.

Hundreds of cars are being shipped direct to Southern California from the East for use in visiting the exposition cities.

C. A. Kuntz, a motorcycleist of Bremen, Ind., recently won a prize from the Technical World magazine for the most interesting original news story. Kuntz is a milkman, and in his article tells how, for \$20, the price of a good team, he was able to make a motorcycle milk cart. He says he carries three milk cans in the attachment on his motorcycle, and that he is able to make his route in half the time required by horses. Each evening he has to travel nine miles to get his milk, a distance he covers in just thirty minutes, while it took him two and a half hours to make the trip with a horse. Kuntz also uses his motorcycle for hauling supplies from town, and sometimes even carries young pigs and calves on the two-wheeler.

The Automobile Club of Southern California has been campaigning to signpost every mile of the principal and secondary highways in the lower part of the State. Already 7,000 directional signs have been placed in its territory. In addition to its recently completed task of making the transcontinental trail from Kansas City to Los Angeles.

A 6,000-mile tour in a Ford is the task upon which Mr. and Mrs. Burt McCloskey and their little daughter, of San Diego, Cal., set themselves. Their route led through the Arizona and New Mexico Deserts along the old Santa Fe trail, north to Chicago. They covered the distance from San Diego to Chicago in sixteen days. Mr. McCloskey's Ford is still running on the same tires in which he left California. The Ford car used on this trip has a unique arrangement, whereby the front seat folds back to the rear seat, making a wide and comfortable bed. This will undoubtedly be among the longest individual family tour in Ford records.

500,000 Strong Lined up for your review by General Service

Talk about an army of facts—we have been able to check up the returns from 500,000 Diamond Tires.

Just think it over for a minute. This is no puny group of isolated tire testimonials, it's a real report from hundreds of Diamond Tire distributors on tires sold and tires returned for replacement or adjustment.

No tire manufacturer ever dared to speak in public about such a report, let alone offer to place it in the hands of every interested tire buyer.

Use the return coupon and receive the book of compelling tire facts showing that on an average but one Diamond Tire out of every hundred was returned for replacement or adjustment.

Added to the wonderful Diamond service you can now buy Diamond Squeezee Tread Tires at the following "FAIR-LIST" PRICES:

Size	Diamond Squeezee	Size	Diamond Squeezee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	22.75
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

PAY NO MORE

PUT ON Diamond Squeezee Tread Tires

0 LOOK WHAT'S HERE

Ford One-Man Tops, Silk Mohair, Complete with Jiffy Curtains and Boot, \$45.00.

\$10.00 Allowed for Your Old Top

We are the season's best on seat covers. We don't try to better the other fellow's price; we better the quality for the same price.

The Standard Auto Top Co.

Handolph, 788.

204 North Jefferson Street.

ENCOURAGING PROSPECTS FOR THIS YEAR'S SALES

Splendid Wheat and Corn Crops of 1914 and Increasing Demand Are Good Signs, Says W. W. Ramsey.

"With the wheat crop of 1914 reaching the magnificent total of \$91,000,000 bushels, and the corn crop passing again the 2,500,000,000 bushel figures, and a market exceeding the demand of all former years, the prospects for the 1915 trade in America are brighter than for a decade," says W. W. Ramsey, general sales manager of the J. I. Case T. M. Company.

"The tremendous European upheaval may jar the balance of the Old World for a time, but prosperity here is bound to reign throughout the year. 'Already the districts surrounded by the great grain fields of the West have begun to exert an influence on the automobile trade that will restore much of the confidence that disappeared last summer. Then the mania for restrictive legislation that seemed to grasp parts of the country, has almost wholly disappeared, and on top of this has come the favorable action of the Interstate Commerce Commission for higher freight rates."

"No institution in America engaged in the manufacture of automobiles is in closer touch with the farmer than the J. I. Case Company, and we find that in addition to the magnificent grain field, the economic position of the farmer is most favorable to drive advantage of the demand, and the high prices produced by the orders from abroad."

"It is not an unusual condition to find farmers holding most of their 1914 crops for even higher prices than are now offered in the markets of the world. They realize that America must feed a great many more people this year than

ever before in her long and prosperous history, and while heretofore he has received a good price for his crops he is now in a position to borrow more money than ever on his grain, and consequently can hold it longer before selling it."

"There was a time when the farmer seldom traveled a great distance or received any information of affairs throughout the world except what was brought by hearsay or he learned second-hand through his weekly paper. But the inception of the automobile and its great popularity has changed conditions so that not only the parcel post has been added to the many advantages, but the farmer can travel a long way to-day and become more enlightened on economic conditions than was dreamed of in the past."

"Basing his action on the exports of grain in 1914 compared with 1913, the farmer to-day looks forward to 1915 as a year when he can have a new automobile and all the other things that he heretofore thought entirely out of his reach. The total value of the grain shipped out of the country in 1914 was \$10,841,000 against \$29,553,000 in 1913. In 1915 it is believed that the total gross income from the export of grain will reach the \$500,000,000 figure, and when the farmer reaches the benefit from this great trade the whole country will be immensely benefited."

"The present market for automobiles has held its own in the cities and towns, but in the rural districts the demand has greatly increased. 'With the farmer satisfied and optimistic, and the iron and steel industry recuperating from its 1913-14 attack of paralysis, and the railroads dissipating the undercurrent of hesitation, which marked their activities in 1914, the general conditions look mighty favorable for 1915."

REINCARNATED FORD HAS SAVED OWNERS MONEY

A. C. Pierce Tells an Extraordinary Story on Resurrection of a "Pile of Junk."

An extraordinary story of a Ford car rescued from the scrap-heap, rejuvenated for \$37, put back into heavy-duty service, and still going strong, is told by A. C. Pierce, the manager of Seed Farms, Limited, a model farm of 2,700 acres near Leipzig, Saskatchewan. This is Mr. Pierce's story of the resurrection:

"Our former manager had called the car 'nothing but a pile of junk.' When I arrived at Leipzig last spring I found the Ford buried in a snowbank back of the No. 1 hog barn. The car is a 1910 model, and at first glance it looked pretty hopeless. The tires were inflated, and we had to chop out a block of ice around each wheel. These tires are still in use with no blow-outs during the season."

"Water had been left in the cylinder jackets; consequently these were cracked and had to be replaced. The rear axle and drive shaft had been removed to be repaired, but instead had been taken apart and left lying around. Our former manager had offered to sell the car for \$50, but there were no buyers. However, at a cost of \$37 the old car was put in service, and has proved to be as good as new so far as running qualities are concerned. It has been in commission since last spring, and I have driven it during that time 4,300 miles over country roads, and it has never touched a paved street."

"The 'pile of junk' has given the company a value it would be impossible to estimate. For instance, it was possible with the car to make a hurry-up trip to Wilkie and back in two

hours, carrying repair parts weighing over 200 pounds which were holding up the plowing outfit. Getting these on the ground meant big money to us. The trip to and from Wilkie is thirty-six miles, and it would have taken all day with a team."

"I was able to take my crew back and forth from the outlying quarter sections to the cook car for meals and lose no time. Otherwise it would have been necessary to maintain two cook outfits. I figure that during the year it has cost me half a cent a mile for the upkeep of the car. A Caterpillar tractor and a Ford car are a hard combination to heat for service. There is nothing on the market at present that will compare with either in their respective places. I see no reason why we should buy another automobile for several years yet."

MANUFACTURERS OF CARS TRY TO PLEASE BUYERS

Inclination to Protect Owners from Tire Troubles Causes Use of "Chain Links" on Buicks.

No one thing shows the determined efforts that motor car manufacturers make to please buyers of cars as much as the careful thought they give before selecting equipment. If automobile buyers realized the tests that manufacturers make before they adopt any portion of the equipment for their cars they would have much greater appreciation of the fact that automobile manufacturers have the interests of their patrons at heart.

There has been a decided inclination on the part of motor car manufacturers to protect automobile owners from the dangers of skidding and the annoyances of tire trouble.

For example, among the many manu-

facturers who are equipping the rear wheels of their cars with United States "chain tread" antiskid tires, is the Buick Motor Company of Flint, Mich. Buick owners are in this way given adequate protection against skidding and very low cost per mile tires.

CADILLAC EIGHT SHOWS UNUSUAL TIRE MILEAGE

Los Angeles Demonstrator Runs 6,200 Miles Without Change, Puncture or Blowout.

Tire manufacturers' theory that, among other things, continuous pulling power from the motor, and ability to start a car without a jerk, contribute to longer tire wear, seems to have been proved by a Cadillac Eight demonstrator in Los Angeles, Cal.

The fact that this car has been run 6,200 miles on the same set of tires, without a single change, puncture or blowout, is regarded by the Los Angeles tire men as one of the greatest demonstrations of many seasons.

The tires show but little evidence of their long service; and if their appearance is to be relied upon they are good for several thousand miles over and above the 6,200 miles of service they have already contributed.

This showing is remarkable considering that this Cadillac is a seven-passenger model, and has been used almost exclusively for demonstrating. Almost without exception, it has carried seven passengers on the demonstrating trips, and it has been driven into the hills to show its action on heavy grades. Heavily loaded, it has also been driven at high speed, and the runs it has made have been far from easy, so far as the tires are concerned. It has also made one very fast round trip between Los Angeles and San Diego.

Have You Ordered That Reo of Yours?

WE DON'T LIKE to keep dinning at you. Seems inconsistent too when all the world knows that we don't need to worry about selling all the Reos the factory can give us.

IN FACT THE DEMAND is, according to advices from Lansing, where the Reos are made, more than four times the possible supply.

JUST THINK OF THAT! If there isn't food for optimism we don't know. If business is slack anywhere, it isn't with Reo. And the Reo demand, which is just as great in California as in New York State and just as excessive in Minnesota as in Texas, indicates that things must be pretty fair everywhere.

HERE'S A 25-ACRE PLANT running full force and over-time trying to meet a demand for automobiles—and orders every day more than four times the possible output.

OF COURSE WE CAN'T SAY that all automobiles enjoy such a demand. Reo is unique among motor cars for many reasons. Reo cars have always been good cars—honest cars—dependable cars—and cars of such low upkeep cost that every Reo owner insists on his friends buying Reos in preference to any others.

THERE NEVER HAS BEEN a time since the first Reo was made that the big Reo plants could supply enough cars for all who wanted Reos.

AND THERE NEVER HAS BEEN a time when the bricklayers and carpenters were not building additions to that great plant. Never a time! They are always building at Lansing—a year between visits and you'd hardly recognize the place.

25 PER CENT OF LANSING'S population (40,000 people) derive their sustenance from the Reo pay-roll. And Lansing is one of the most prosperous cities in America

today. 90 per cent of the men who make Reo cars own their own homes—are self-respecting, respected, independent citizens.

MAYBE THAT ACCOUNTS to some extent for the superior quality in Reo cars. Undoubtedly does.

ANYWAY THE FACT THAT INTERESTS you is that the demand for those cars is tremendous and that thousands—yes tens of thousands, are bound to be disappointed this year. Can't possibly get enough cars to go around. Late comers will simply have to wait or accept "substitutes."

THAT'S WHY WE ARE keeping up our advertising schedule just as if we had to sell the cars—we don't want you to blame us if you are late and can't get a Reo. It is bad to have too little business, but past experience with Reo over-demand makes us feel it is almost as bad to have too much. Buyers blame us for their own tardiness.

SO—THIS IS FAIR WARNING—orders that come at once can be filled and with fairly early deliveries while those who delay ordering will surely be disappointed.

THERE ARE TWO REOS this season—and one of them is the most popular automobile in America. We can't for the life of us tell which at this juncture.

SUFFICE IT TO SAY the demand for the New Reo Six is more than four times as great as the factory capacity—and for Reo the Fifth it is also hopelessly in excess of our ability to produce.

AND NO WONDER: The New (1915) Reo The Fifth, "the Incomparable Four" at \$1050; and the New Reo Six, "the Six of Sixty Superiorities" at \$1385, represent, each in its power and price class—the greatest automobile value the world has ever seen.

ORDER YOURS NOW—that's the only way to be sure.

FRANKLIN-FOWLKES MOTOR CO.

Madison 5388

1649 West Broad St.

Reo The Fifth \$1050 f.o.b. Lansing, Mich.

"The Incomparable Four"

The New Reo Six \$1385 f.o.b. Lansing, Mich.

"The Six of Sixty Superiorities"